

Parks and Recreation

Needs Assessment and Comprehensive Action Plan



Why is the city doing this project?

The City of Carlsbad wants to make sure we are ready to meet the needs of our community today, tomorrow and into the future. Over time, community needs evolve, demographics shift, and new trends emerge in how people want to enjoy their leisure time. That's why it's important to check in with the community and update our plans from time to time.

What is a Needs Assessment and a Comprehensive Action Plan?

The Needs Assessment is a community driven process that evaluates future demographic projections, changing trends, identified gaps and overlaps in levels of service provided and utilizes community input to develop priorities for facilities and programs.

The Action plan ensures the Department has the internal structures in place to ensure the successful implementation of the community's priorities over time.

What's included?

We will look at future recreation programs, parks, community centers, senior services and other uses like dog parks, skate parks, ball fields, tennis courts and community gardens.

What's not included and why?

Arts programs, libraries and library programs are not included because they are outside the parks and recreation scope of services. Beaches, open space, lagoons and trails are not included in this planning effort because they are covered by other plans already in place.

What's the current plan and when was it completed?

The city has created plans over the past three decades that call for the construction of new parks and community centers. The locations, sizes and types of parks and community centers in these plans might not meet our community's current needs and preferences. Likewise, we might want to consider offering new or different recreation programs, based on current lifestyles and community demographics.



For more information

Call 760-434-2826 or visit www.carlsbadca.gov/parksandrec



What are some examples of how the community is changing?

The age 50 and older segment of the population (“baby boomers”) is getting larger, and, in general, people are staying more active as they age. These older adults likely don’t think of themselves as “seniors” and might favor a multigenerational community center rather than a “senior center.” Sports like pickle ball and arena soccer are becoming more popular, as are outdoor gyms or “fitness parks.” Young adults are more interested these days in extreme sports and adventure recreation than some of the more traditional recreation programs offered by the city. As more adults decide to postpone starting a family until their 30s, they might look for more fun, group activities, while families with young children are appreciating the importance of unstructured outdoor play more than ever.



What will be done with the plan?

The plan will be completed in the fall of 2013, and then the city will start carrying out the prioritized recommendations.

Who is responsible for developing the plan?

The City’s Parks & Recreation Department is being supported in this endeavor by PROS Consulting, which is a firm with national and international experience specializing in needs assessment and master planning for park and recreation agencies, including several cities in California.

Does the city have funding to build, operate and maintain more parks?

Under the city’s growth management plan, money is set aside from new development to help build amenities like parks and libraries, as well as basic infrastructure like roads. Money to operate and maintain parks comes from the general city budget. Sales tax, hotel tax and property tax are the three largest sources of money for this budget.



How can I provide input?

In addition to meetings with the public, the city will conduct a number of different surveys, including an online survey on the city’s website.

For more information

Call 760-434-2826 or visit www.carlsbadca.gov/parksandrec

